

## **Historic, Archive Document**

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AUG 8 1927

Import Division

FOR THE  
**Market  
Gardener**



JANUARY 25, 1927

MARKET GARDENERS'

**NET PRICE LIST**

**L. L. OLDS SEED  
C O M P A N Y**



This list cancels all previous offers.

**VEGETABLE and  
FLOWER SEEDS**

**BULBS AND PLANTS**

**L. L. Olds Seed Company**

**MADISON, :-: WISCONSIN**

## **MARKET GARDENERS' NET PRICE LIST**

Madison, Wisconsin, January 25, 1927

This price list is for Market Gardeners and others who use seeds in larger quantities than ounces. Order packets and ounces from catalog at catalog prices.

We use care with all our seeds and intend to send out only seeds of the highest purity and vitality, but we give no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds we send out and will not be responsible for the crop grown, further than the amount of the order. If the purchaser does not accept the goods on these terms they are to be returned at once.

**SAFE ARRIVAL** We guarantee everything we send out to arrive in good order. If any goods arrive in bad order, however, bags torn or anything else wrong, have this noted on the freight expense bill which must be sent us so that we can make proper claim. The bill of lading must be returned also. Therefore do not lose the bill of lading.

**RECEIPT OF MONEY.** We will be responsible for all money sent us through the mails, if remittance is made by P. O. or Express Order, Draft or Registered Letter. We will accept personal checks at face value. They look good to us.

**Prices F. O. B. Madison. Bags extra at value.**

### **DAHLIAS**

#### **OLDS' UTILITY STOCK**

In separating dahlia bulbs from the parent clump there is always a small percent of ill-shaped over-sized and under-sized bulbs which are thrown into a mixture and planted. Almost every one of them will grow and produce a good plant. That is all a high priced bulb can do. These are all from good named varieties, the same that we have listed in the catalog, but mixed and will give just as good service as the commercial grade. The price is \$4.00 per hundred to our market gardener friends. This is a real bargain. If you want them for the blooms that they produce you will not be disappointed. If you want them for producing bulbs to sell next year, they will produce an increase of more than 500 per cent under ordinary conditions.

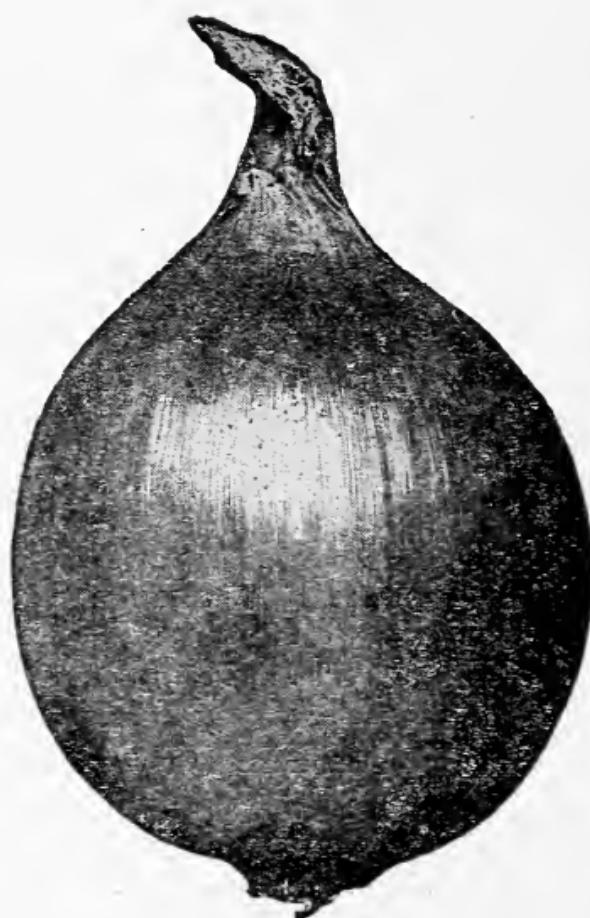
For both beauty and profit this offer excels any offer we have made before. Don't forget the price - \$4.00 per hundred, well packed and ready to go to you before planting time.

## Concord Grapes Cheap

There is good profit in grape growing now. Here is a good bargain we can pass on to you.

Last year we bought a large quantity of Concord grapes at a very low price and did not use all of them. They were planted and made a good growth. Now that they are a year older they should be worth more but we offer them to our market gardener friends at \$15.00 per hundred; 25 at the hundred rate. Ask for our special Concord grapes.

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### Onion

#### Mile High Red Globe

After our catalog had gone to press we found a supply of Mile High Red Globe onion seed and bought it.

This is just the thing for the market gardener whose trade demands are for a red globe onion. Grown as it is in that high Colorado altitude it is sure to give good results. The merit of Mile High onions is being recognized by all up-to-date market gardeners today on account of these varieties being such vigorous growers. Nothing equals them for shipping and they will keep nice and solid until midsummer. You can't go wrong on either the red or yellow Mile High onions. The onions are a perfect globe shape, beautiful in color, solid as nuts, and very mild, and above all are heavy yielders. Pound \$2.50 and worth it.

# MARKET GARDENERS' NET PRICE LIST

## ASPARAGUS

Quarter pounds at the pound price.

No.	Lb.
2 Columbian Mammoth White	\$ .65
5 Palmetto	.65
6 Mary Washington	2.50

## BEANS

12 Improved Red Valentine	\$ .17
13 Bountiful	.17
15 Stringless Green Pod	.19
19 Refugee	.17
19½ Olds' Late Stringless Wax	.19
20 Improved Golden Wax	.17
20½ Olds' Early Stringless Wax	.17
22 Davis White Wax	.17
24 Pencil Pod Wax	.16
26 Webber Wax	.16
27 Hodson Wax	.16
30½ Dreer's Pole Lima	.19
31 Henderson's Bush Lima	.17
33 Ford's Mam. Podded Lima	.24
34 Burpee's Imp'd Bush Lima	.22
34½ Fordhook Bush Lima	.25
36 Lazy Wife Pole	.20
38 Kentucky Wonder	.20
38½ Kentucky Wonder Wax	.22
39 Scarlet Runner	.20

## BEET

40 Early Egyptian	\$ .70
40½ Fireball (Forcing)	.80
41 Imp'd Early Blood Turnip	.70
44 Early Eclipse	.70
45 Early Model	.70
48 Detroit Dark Red	.70
51 Crosby's Egyptian	.70
52 Crimson Globe	.70
52½ Lucullus Swiss Chard	.70

## MANGEL

55 Mammoth Long Red	\$ .40
56 Golden Tankard	.40
59 Giant Yellow Eckendorf	.40
59½ Danish Sludstrup	.40
63 Giant Half-Sugar	.40

## SUGAR BEET

61 Klein Wanzleben	\$ .45
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# L. L. OLDS SEED COMPANY

## BRUSSELS SPROUTS

No.		Lb.
65	Danish	\$1.50

## CABBAGE

70	Early Jersey Wakefield	1.90
72	Charleston Wakefield	1.90
73	Golden Acre	6.00
74	Volga	1.90
75	All Head Early	1.90
76	Wisconsin All Seasons	9.00
80	All Seasons	1.90
80½	Wisconsin Hollander No. 8.	9.00
82	Premium Late Flat Dutch	1.90
83½	Chinese (Pe-Tsai)	2.00
84½	Copenhagen Market	2.50
85	Danish Ballhead	2.00
87	Copenhagen Disease Resistant	9.00
88½	Glory of Enkhuizen	2.00
89	Mammoth Rock Red	2.50

## CARROT

100	Danver's Half Long	.85
102	Improved Long Orange	.85
103	Oxheart	.85
104	Special Mors Strain Early Chantenay	1.00
105	French Forcing	.95
108	Half Long Stump-rooted	.80
111	Orange Belgian, for stock	.75
112	Mastodon, for stock	.75

## ENDIVE

Quarter pounds at 1-3 the pound price.

185	Green Curled Winter	.80
186	White Curled	.85
187	Broad Leaved	.80

## CAULIFLOWER

Quarter pounds at one-third the pound price. Ounces at one-tenth the pound price.

90	Early Snow Ball	15.00
93	Dry-Weather	15.00
94	Autumn Giant	6.00
95	Earliest of All	17.00

## CELERY

Quarter pounds at 1-3 the pound price. Ounces at 1-10 the pound price.

115	White Plume	2.50
115½	Easy Blanching	2.25
117	Golden Self Blanching	6.00
118	Giant Pascal	2.20
121	New Winter Queen	2.75

## CELERIAC

125	New Giant Prague	1.90
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## CHICORY

130½	Witloof (Fr. Endive)	1.90
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# MARKET GARDENERS' NET PRICE LIST

## SWEET CORN

No.		Lb.
135 1/2	<b>Early July</b>	.17
136	Mammoth White Cory	.15
137	<b>Olds' Earliest Ideal</b>	.20
138 1/2	<b>Howling Mob</b>	.15
139	Early Champion	.14
139 1/2	Country Gentleman	.14
140 1/2	<b>Black Mexican</b>	.16
141 1/2	<b>Golden Cream</b>	.16
142	<b>Golden Bantam</b>	.15
142 1/2	Bantam Evergreen	.16
145	Early Evergreen	.15
147	Stowell's Evergreen	.15
138	<b>Early Mayflower</b>	.15
144	Wonder Bantam	.16

## POPCORN

150	<b>White Rice</b>	.14
154	Blue Beauty	.20
154 1/2	<b>Tom Thumb</b>	.16

## CRESS

134	Extra Curled	.75
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## CUCUMBER

156	<b>Early Green Cluster</b>	.75
157 1/2	Snow's Pickling	.85
158	<b>Improved Chicago Pickling</b>	.90
159 1/2	Earliest Long White Spine	.90
160 1/2	<b>Early Fortune</b>	.95
162 1/2	<b>Klondike</b>	.85
163	Cumberland	.90
164	<b>Improved White Spine</b>	.90
165	Improved Long Green	.90
169	Davis Perfect	1.00
170	Japanese Climbing	.75

## EGG PLANT

I-4 lb. at 1-3 pound prices  
Oz. at 1-10 pound prices

180	New York Improved	3.50
181	Black Beauty	3.50
183	Florida High Bush	3.00

## GOURDS

190	Japanese Nest Egg	1.00
192	Dipper	1.00
193	Club	1.00

## KOHL RABI

1-4 pound at 1-3 pound price.  
Oz. at 1-10 th. pound price.

205	Early White Vienna	2.00
206	Early Purple Vienna	2.00

## LEEK

210	Broad American Flag	1.50
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# L. L. OLDS SEED COMPANY

## MUSTARD

No.		Lb.
257	Giant Southern Curled	\$.50
258	White London	.45

## LETTUCE

215	Grand Rapids	1.25
216	Iceberg	1.40
217	<b>Improved Hanson</b>	1.35
217 1/2	Matchless	1.25
218	New York	1.50
219	Black Seeded Simpson	1.20
220	<b>Early Prize Head</b>	1.25
222	Big Boston	1.40
223	<b>Unrivaled</b>	1.50
226	Silesia	1.20
227	May King	1.35
231	<b>Paris White Cos.</b>	1.20
232	Wayahead	1.20

## MUSKMELON

235	Lake Champlain	1.25
236	<b>Extra Early Hackensack</b>	.85
237	Knight	1.10
238	Emerald Gem	.85
239	Select Osage	1.10
241 1/2	Milwaukee Market	1.25
242	<b>Burrell's Gem</b>	.80
243	Bender's Surprise	1.25
244	<b>Rocky Ford</b>	.85
245	Olds' Early Model	1.25
246	Pollock 10-25	1.25
247	<b>Hoodoo—Hearts of Gold</b>	.90
247 1/2	<b>Gold-Lined Rocky Ford</b>	.85
248 1/2	Banana	.85
251	Henderson's Bush	1.00
252	Golden Beauty Casaba	1.30
253	Honey Dew	1.15
254	<b>Tip Top</b>	1.10

## WATERMELON

261	Sweetheart	.65
262	<b>Cole's Early</b>	.65
263	Fordhook Early	.60
265	New Chilean	.60
267	Ice Cream (Peerless)	.65
268	<b>Irish Grey</b>	.65
270	<b>Kleckley's Sweet</b>	.65
270 1/2	Klondike	.65
271	Alabama Sweet	.65
271 1/2	<b>Tom Watson</b>	.65
272 1/2	Golden Honey	.60
273	Halbert's Honey	.60
275	Citron	.65
276 1/2	Winter	.75

## OKRA

278	White Velvet	.75
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# MARKET GARDENERS' PRICE LIST

## CHIVES

No.		Oz.
279	Olds' Choice	\$.20

## ONION

No.		Lb.
285	Yellow Globe Danvers	1.90
285½	Mountain Danvers	2.50
287	<b>Large Red Wethersfield</b>	1.60
288	<b>Ailsa Craig</b>	1.90
290	Southport Yellow Globe	1.90
291	Southport Red Globe	1.90
292	Southport White Globe	2.50
293	<b>White Portugal or Sil. Skin</b>	2.30
295	Welsh	2.00
297	<b>Prizetaker</b>	1.90
299	<b>Australian Brown</b>	1.40
300	<b>Ohio Yellow Globe</b>	1.90
303	Early White Queen	1.95

## ONION SETS

	Bu.
<b>White Bottom</b>	7.00
<b>Yellow Bottom</b>	3.25
<b>Red Bottom</b>	3.25

## PARSLEY

No.		Lb.
305	Champion Moss Curled	.75
309	Hamburg or Root	.75

## PARSNIP

310	Improved Guernsey	.60
311	<b>Long Smooth Hollow Crown.</b>	.60

## PEANUTS

315	<b>Mammoth Virginia</b>	.30
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## PEAS

320	Surprise	.18
320½	Best Extra Early	.16
321	Heroine	.18
321½	Peter Pan	.15
322	Telephone	.17
323	Alaska	.15
324	Gradus	.19
324½	Blue Bantam or Laxtonian	.22
325	<b>Notts Excelsior</b>	.19
326	Improved Stratagem	.17
327	<b>Champion of England</b>	.18
329	Premium Gem	.18
329	Little Gem	.18
330	American Wonder	.19
333	New English Wonder	.17
333½	Alderman	.17
334	Thomas Laxton	.16
335	Dwarf Telephone	.20
339	Little Marvel	.20
341	Mam. Luscious Sugar	.21

# L. L. OLDS SEED COMPANY

## PEPPER

No.		$\frac{1}{4}$ lb. at 1-3 pound price Oz. at 1-10 th. pound price.	Lb.
350	Ruby King		\$3.00
351	<b>Bell or Bull Nose</b>		3.00
352	Golden Queen		4.60
354	Chinese Giant		5.00
354½	<b>Royal King</b>		3.00
355½	Red Chili		3.00
356	<b>Early Harris</b>		5.75
356½	Pimiento		3.00

## PUMPKIN

360	<b>King of Mammoths</b>		.85
361	Quaker Pie		.75
362	<b>Conn. Yellow Field</b>		.50
363	<b>Small Sugar</b>		.65
364	Winter Luxury		.70
365	<b>White Cushaw</b>		.85

## RADISH

370½	Sparkler (Scar. White Tip)		.75
371	<b>Early Scarlet Turnip</b>		.75
373	<b>Impd. French Breakfast</b>		.75
374	Olds' Twenty Day		.80
375	Saxa		.80
376	<b>Crimson Giant</b>		.80
377	Scarlet Globe		.75
378	Snowball or White Box		.70
381	White Strasburg		.80
384	<b>Cincinnati Market</b>		.75
385	<b>Improved White Icicle</b>		.75
390	New White Chinese Winter		.75
391	China Rose, Winter		.70
392	<b>Black Spanish, Winter</b>		.75
393	Mammoth Japanese Winter		.75

## RHUBARB

395	<b>Large Victoria</b>		1.75
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## SALSIFY

397	Sandwich Island		2.50
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## SPINACH

400	Victoria		.55
401½	<b>King of Denmark</b>		.45
402	<b>Bloomsdale</b>		.40
403	Long Season or Triumph		.40
403½	New Zealand		.50

## SQUASH

405	<b>Mammoth White Bush</b>		.90
407	<b>Giant Sum. Crookneck</b>		.80
409	<b>Table Queen</b>		1.15
410	Delicious		1.00
411	Improved Hubbard		.85
413	Golden Hubbard		.70
417	Vegetable Marrow		.75
418	Blue Hubbard		.85
420	Mammoth Chili		.95

# MARKET GARDENER'S NET PRICE LIST

## TOMATO

1-4 pounds at 1-3 pound price.

No.		lb.
425	Spark's Earliana .....	\$3.00
426	Success.....	3.00
427	New Stone.....	3.00
428	Fordhook First.....	3.00
429	Matchless.....	3.00
430	New Dwarf Stone .....	4.25
432	Dwarf Champion.....	3.25
434	Chalk's Early Jewel .....	3.00
436½	John Baer.....	3.25
437	Ponderosa.....	4.75
438	Enormous.....	4.50
439	Golden Queen.....	4.00
440	Livingston's Globe.....	3.75
442½	Livingston's Manyfold.....	3.75
443	June Pink.....	2.50
444	Bonny Best.....	3.50
447	Yellow Plum.....	4.50
455	Ground Cherry...Yellow.....	5.00
451	Mixed.....	3.00

## TURNIP

460	<b>Purple Top Strap Leaf</b> .....	.40
463	White Flat Dutch.....	.45
465	<b>Purple Top White Globe</b> .....	.40
466	Early Snowball.....	.45
467	Cow Horn.....	.45

## RUTABAGA

475	<b>American Purple Top</b> .....	.50
477	Neckless.....	.50
479	<b>Golden Heart</b> .....	.45

## HERBS

Ounces at 1-10 Pound price

480	Anise .....	1.40
483	Caraway.....	1.00
485	<b>Dill</b> .....	1.25
489	Sweet Marjoram.....	2.50
492	Sage .....	3.75
496	Thyme .....	4.00
499	Mixed, the above .....	2.50

## TOBACCO

No.		Oz.
500	<b>Comstock Spanish</b> .....	\$.50
501	Conn. Seed Leaf.....	.30
503	Wis. Conn. Havanna No. 38.....	.50

## ASTERS

No.		Trade	Pkt.	Oz.
800	<b>Olds' Finest Mixed</b> .....	\$.15		\$.65
800½	Royal Mixed.....		.15	.65
802	Giant Comet Mixed.....		.15	.65
802½	<b>Giant Branching Mixed</b> .....		.15	.65

# L. L. OLDS SEED COMPANY

## ASTERS—Cont'd.

No.		Trade	Pkt.	Oz.
804 1/2	Giant Branching White	.10	.70	
805 1/2	Giant Branching Pink	.10	.70	
803 1/2	Red Sensation	.10	.50	
805	Heart of France	.15	.85	
806	<b>White Ostrich Plume</b>	.10	.75	
816	<b>Betty Jung</b>	.10	1.50	
812 1/2	Silver Rose	.10	.75	

## POPPY

No.		Trade	Pkt.	Oz.
1120	Finest Mixed	\$.10	\$.20	
1121	<b>Double Carnation Mixed</b>	.10	.20	
1122	Reselected Shirley	.10	.20	
1128	Iceland	.25	.80	
1128 1/2	Oriental Hybrids Mixed	.20	.45	
1129 1/2	<b>King Edward</b>	.10	.25	
1126 1/2	<b>American Legion Mixed</b>	.15	.40	

## PANSY

No.		Trade	Pkt.	Oz.
1079	<b>Giant Trimardeau</b>	\$.20	\$.20	\$2.00
1075	Giant Fl. Mixed	.20	.20	2.00
1083	March Flowering	.25	.25	2.25

## HOLLYHOCK

No.		Trade	Pkt.	Oz.
1005	<b>Fine Double Mixed</b>	\$.10	\$.10	\$.50

## GAILLARDIA

No.		Trade	Pkt.	Oz.
985	<b>Double Mixed Annual</b>	\$.05	\$.05	\$.30

## COSMOS

No.		Trade	Pkt.	Oz.
925	Giant Flowered, Fine Mxd.	\$.05	\$.15	
925 1/2	Double Mixed	.10	.60	
926 1/2	Early Colossal	.05	.20	

## SALVIA

No.		T. P.	Oz.	1/4 lb.
1150	<b>Scarlet Sage</b>	\$.10	\$3.00	\$9.00

## VERBENA

No.		T. P.	Oz.	1/4 lb.
1305	<b>Largest-fl. Finest Mixed</b>	\$.10	\$.85	\$.85

## ZINNIA

No.		T. P.	Oz.	1/4 lb.
1329	<b>Fire King</b>	.10	.90	2.50
1335	Giant Flowered Mixed	.10	.85	2.50

## NASTURTIUM

No.		Oz.	1/4 lb.	lb.
1060	<b>Tall, Choice Mixed</b>	\$.10	\$.20	\$.60
1050	Dwarf, Choice Mixed	.15	.25	.70

## SWEET PEAS

No.		Oz.	1/4 lb.	lb.
Olds' Best Mixed		\$.15	\$.35	\$1.00
Earliest of All		.20	.50	1.50
Sunrise Spencer Mixed		.15	.45	1.25
Spencer Type Mixed		.15	.45	1.25

## **OLDS' SEED SPECIALTIES**

### **The Adirondack Tomato**

This grade is from breeding fields carefully selected for earliness, size, shape, smoothness of fruit, vigor in the parent plant, productiveness. The location at which this seed is grown is also worthy of consideration, being grown north of the Adirondacks and only four miles from the Canadian line where the growing season is only about three months. This no doubt has been a factor in the improvement of this strain. Our supply this year is limited. Trade Pkt., 40c.

### **Chantenay Carrot**

**Special strain from C. C. Morse Company, seed grower in California** This special strain of Chantenay is used by Wisconsin canners because of its good color and excellency as to type, texture, and productiveness. No variety equals this one for the market gardener trade. Most popular carrot in America today. Lb., \$1.10.

### **New York Lettuce**

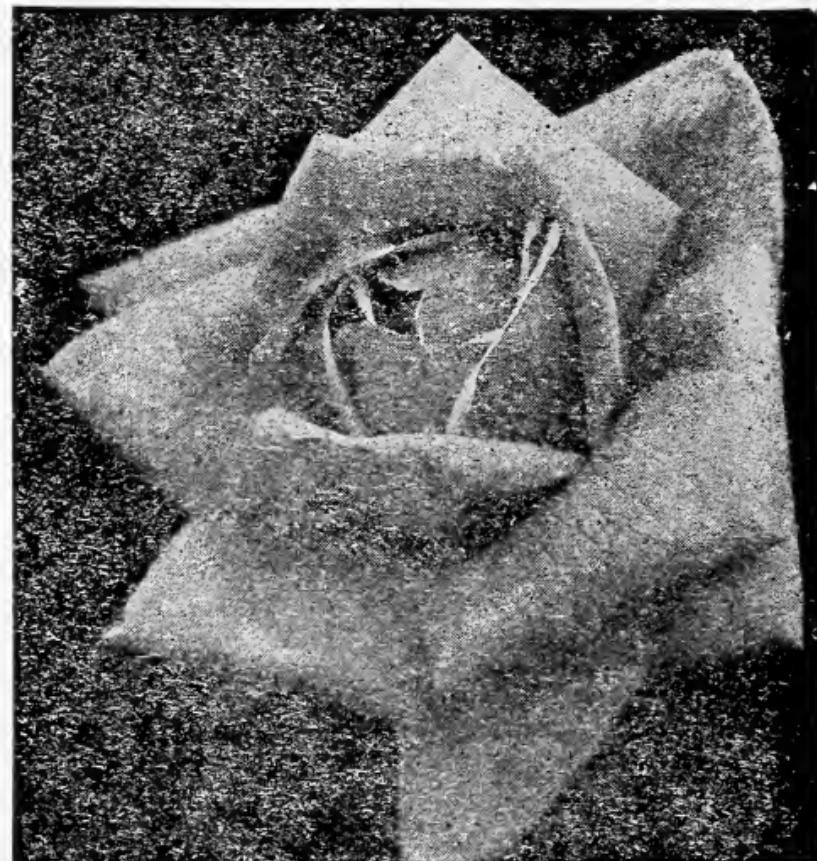
A new variety of lettuce that will head. The most popular and best variety of lettuce for either the home gardener, the market gardener, or as a commercial proposition. New York lettuce is taking the lead everywhere because of its cabbage-like heads, fine flavor, and easy blanching. It is the best keeper of any and will grow to head perfectly in this locality. Prices: Trade Pkt., 25c; lb., \$1.50.

## Roses for the Market Gardener's Home Garden

We are able this year to let you in on what we think is a better bargain in roses than we have ever offered before.

### No One Ever Has Enough Roses.

These roses are strong three-year-olds absolutely hardy, field grown and will bloom this year and you may have your choice from the following either all one kind or as many varieties as you care for:



### White Dorothy Perkins

**Anne de Diesbach** -- Carmine; very large and fragrant.

**Baron de Bonstetten** -- Rich, velvety, maroon.

**Frau Karl Druschki** -- Very large, snow white; a vigorous grower.

**General Jacqueminot** -- Brilliant crimson, large; very fragrant.

**J. S. Clark** -- Deep scarlet overlaid with crimson.

**Magna Charta** -- Bright rosy pink; a profuse bloomer.

**Paul Neyron** -- The largest rose in cultivation; clear pink; fragrant and hardy.

**Moss Roses** -- Crimson Globe, Blanche Roberts.

**Baby Ramblers** -- Red, White, Pink, Yellow. Will bloom all summer.

**Alba** -- Beautiful single white about 3 inches across.

**Belle Poitevine** -- Semi-double, very dark crimson. Blooms all summer.

**Hansa** -- Large, full, double, reddish-violet blooms Profuse bloomer.

## **MARKET GARDENERS' NET PRICE LIST**

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### **CLIMBERS and RAMBLERS**

**Crimson Rambler** -- Crimson, semi-double.

**Dr. Van Fleet** -- Deep pink.

**Dorothy Perkins** -- Shell pink.

**White Dorothy Perkins** -- Pure white.

**Climbing American Beauty** -- Rich carmine, large blooms on separate stems, glossy green foliage.

**Baltimore Belle** -- White, suffused yellow.

**Paul's Scarlet** -- A very popular red climber.

These roses will be sent by express as early as weather conditions will permit in the spring and they are guaranteed to reach you safely and to please you. All are standard well-known varieties and the price is 10 for \$5.00.

**ANY OF THE ABOVE 10 FOR \$5.00**

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### **GLADIOLI**

#### **OLDS' UTILITY STOCK**

It is a mighty good thing to slip a bouquet of flowers to your customers now and then. We give away thousands of them every year, preference being given to the sick. **The hospitals always know it when our Gladioli are in bloom.** No flower is more appropriate for the sick room or for any purpose than the Gladiolus. It keeps for a week, is erect, beautiful, has no fragrance and is easy to grow as potatoes and when you have cut the bloom which does not in any way injure the bulb, you still have the bulb with its increase. Verily, you can eat your pie and still have it.

We grow our own gladioli, acres of them, and always have some of the smaller sizes that will bloom this year and are cheaper. These are not bulblets by any means but will range from one-quarter to three-quarters of an inch in size - just the kind to plant for growing bulbs to sell next year, and you will get lots of blooms, pleasure, and profit this year. **The price is \$7.50 per thousand**, stock mostly mixed and Primulinus Hybrids mixed, although we have some named varieties and will be glad to furnish you the variety you like most if we have it at **\$9.00 per thousand**. Better select first, second, and third choice, however, as the named varieties are in limited quantities. Do not order this utility stock late in the season because we plant a large acreage of it ourselves and plant early.



# OLDS

# Madison

